GMR MARKETING MEMORANDUM

TO: Vicki Berner

FROM: Caroline Petty

DATE: 12/19/94

RE: Player's Navy Cut

In order to proceed with Player's we need to nail down the following issues:

- Was introductory letter approved by PM?
- What steps need to be taken to acquire cigarette permit in San Francisco?
- If we sponsor band, will we have the option to merchandise stage area?
- Has all the merchandise been produced?
- Can we discuss budget as soon as possible? We have some suggestions.

After we have resolved the above issues, we will forward a proposal to you that we would like to present to the actual accounts. The common response when making mutual contact with proposed clubs was that they needed a written document to find out what is in if for them – this goes beyond the introduction letter.

Thanks, I look forward to talking to you soon.

2073352440

Source: https://www.industrydocuments.ucsf.edu/docs/jmgy0004